



Kingdom of the Netherlands



Implemented by



Trade for Employment

Enhancing Trade Performance for Inclusive Employment

The challenge

Jordan's economy seems to be slowly recovering, following a moderate contraction of GDP to 1.6% in 2020. Despite the restrictive measures during the pandemic, Jordan's GDP managed to grow by 1.8% in the first half of 2021. Yet, the pandemic has left deep scars on Jordan's economy and labour market, already strained due to regional turmoil and the subsequent influx of refugees as well as a considerable decline in exports to regional markets. The unemployment rate reached 23.2% at the end of the third quarter of 2021. Unemployment challenges, particularly for females, youth, and refugees exacerbated since the start of the pandemic. The government is focusing on enhancing the competitiveness of the national economy and promoting trade, thereby generating economic growth and jobs as part of Jordan 2025 – A National Vision and Strategy. Yet, facilitating access to the European as well as other new export markets requires substantial efforts, especially since the necessary conditions for Jordanian companies to increase their trade performance for employment are not yet in place.

Our approach

The project focuses on developing capacities and strengthening structures in a sustainable manner to

enhance the conditions of Jordanian companies to increase their trade performance for employment. It assists the private sector with shaping general conditions conducive to trade by developing negotiating capacities of chambers of commerce and industry, as well as trade associations and institutionalizing dialogue with the government. It also seeks to improve the availability and quality of demand-driven trade related services alongside identifying existing barriers to trade, developing action plans for facilitating export procedures and reducing trade costs in line with the World Trade Organization's (WTO) Trade Facilitation Agreement. The project aims to improve recruitment of personnel in trade-oriented businesses, with a particular focus on the placement of Syrian refugees and Jordanian jobseekers.

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| Project name | Trade for Employment |
| Commissioned by | German Federal Ministry for Economic Cooperation and Development (BMZ) (lead donor) and co-financed by the Kingdom of the Netherlands and the Foreign, Commonwealth, the Development Office (FCDO – former DFID) *, and the World Economic Forum (WEF), Global Alliance for Trade Facilitation**. |
| | * FCDO fund covered the period 2017 – 2020. ** WEF fund covers 2022. |
| Political partner | Ministry of Industry, Trade and Supply (MoITS) |
| Duration | 2017–2023 |



Left Photo: 6th Industrial Career Day at the Eastern Amman Investors Industrial Association (EAIIA) © GIZ/T4E

Right Photo: Export Development Pool of Experts Graduation Ceremony © GIZ/T4E



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Left Photo: Scoping mission on certain Trade Facilitation Interventions in Aqaba
© GIZ/ T4E

Right Photo: food processing sector the first structured public-private dialogue session
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The benefits

The project enables exporting companies to boost their growth and thereby to generate additional employment. This includes experienced companies whose markets collapsed due to the region's current geopolitical situation, as well as exporting companies aiming to access new markets with improved or newly developed products. It helps to create a business environment that is conducive to trade by prioritising and implementing measures related to the WTO Trade Facilitation Agreement, and thus contributing to cutting red tape at the border agencies for easier and smoother trade flows between countries. It also promotes employment and growth by helping over 3,400 Jordanian and Syrian job seekers to find formal and decent jobs and assists in the development and provision of demand-oriented services to owners and employees of trade-oriented companies in the industrial, agricultural, and service sectors, including companies in their value chain.

An example from the field

Raneem Meqbel, is a passionate social entrepreneur that holds two degrees in Civil Engineering and Social Entrepreneurship. Raneem launched her business "Teeneh.org", which works with Syrian refugees and Jordanian women in creating high quality and environment friendly products. Raneem's business

benefited from the "Wexport Programme" for women owned or led businesses, that the project is supporting to develop the export services of businesses in Jordan. "Through the programme we had the opportunity to get introduced to the global and regional Virtual Market Places (VMP), through which we built our own on various websites, launched our products and registered our business in new market. By the end of the programme, we were able to close our first deal on "Tradeling" by exporting to UAE, with an amount around 30,000 USD!" added Raneem.



The project is part of a special initiative designed to tackle the root causes of displacement, reintegrate refugees, and stabilise and promote development of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project is being implemented as part of the Regional Refugee & Resilience Plan 2017-2018 in Response to the Syria Crisis (3RP).

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| Published by | Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Registered offices Bonn and Eschborn, Germany GIZ Office Jordan Mohamed Bassem Al-Khammash St.13,Sweifieh Amman, 11190 Jordan www.giz.de/jordan |
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| As at | December 2021 |

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